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Social Media Release

Crayola celebrates 115 years of crayons with anniversary party.

“For almost a quarter of a century, Crayola crayons have made childhood a more colorful, more magical time. Come celebrate that feat with us!” – Smith Holland, Crayola CEO

“Crayola crayons have the sort of worldwide impact other companies can only dream of. I commend their success thus far and wish them well for the future.” – Bill Gates

- Saturday, Nov. 1
- 9 a.m. to 5 p.m.
- Crayola Experience: Easton (30 Center Square, Easton, PA)
- Exclusive anniversary crayons - galaxy sparkle, firefly, terra firma and pearl of great price – given as party favors.
- “Crayolaversary” contest winners announced
- Hear President Obama speak!

Founded in 1885, Binney and Smith, Inc. created the first Crayola crayons in 1903 in response to a need for inexpensive art supplies in American schools. Today, it manufactures everything from Model Magic to washable markers at the company’s plants in Pennsylvania and Mexico. Crayola products have a 99 percent brand recognition in the United States and help children in every corner of the world experience the exhilarating freedoms of creativity and color.

For more information:
www.colorbration.com,
www.crayola.com/anniversary

